

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
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Celebrities Endorse Canned Foods in New C.&T.R. Project

A series of radio interviews in which film, stage and TV stars talk about their use of canned foods was inaugurated this week as a new project of the N.C.A. Consumer and Trade Relations Program.

Dudley-Anderson-Yutzy, N.C.A. public relations counsel for the Program, has arranged with a broadcasting syndicate to have such interviews recorded periodically for use over 206 broadcasting stations in 48 states.

The first took place December 3 and featured an interview with Barry Sullivan, film and TV star, on the use of canned foods by motion picture crews and casts when on location. He related his experiences in taking care of the feeding problem while making the "Adventure at Scott Island" series in New England, stressing the convenience factors, variety, and good quality of the meals from cans. He added that a cabin cruiser is one of his hobbies for sport and entertainment and that canned foods are vital supplies for that activity.

Among the stars to be interviewed for the new series are Hermione Gingold, stage comedienne, and Edward Mulhare, leading man of "My Fair Lady."

Bankers Advised by Benson on Improving Credit Services

Secretary Benson has given the banking industry five suggestions for improving credit services in agriculture "to meet the challenge of the times." They are:

"(1) If practical to do so and you serve rural areas, place an agriculturally trained man on your staff. Instruct him to help farmers think through your credit needs. Encourage him to get out on the farms of your clients and see how they are doing. Encourage him to make certain that your customers know about all of the services available from the State Extension Services and our Department.

"(2) Be prepared to provide adequate amounts of credit. It is not

my place to tell you how to do this. I do know that some banks are planning to make more use of their relationships with correspondent banks and insurance companies. But I can assure you that there is no mistaking the changes that are taking place in agriculture that will require increasingly large amounts of capital.

"(3) Provide, to the best of your ability, a complete credit service for the farmer. He needs this kind of service. Here again, some country bankers may not be able to handle all of a farmer's credit requirements, but they can help to make arrangements with others. He can provide counsel and advice, provided he keeps well informed.

"(4) Be prepared to meet the fluctuations in the demand for agricultural loans. But do what you can to level off the peaks. Farmers, like other businessmen, have a tendency to load up with equipment in good years and make-do in years of low income. Perhaps if you work with your customers you can make them see the value of a planned equipment replacement program. Granted that money for down payments is scarce in off-years, yet those are often the years when good equipment can be picked up at bargain prices.

"(5) Assume the maximum practicable responsibility for the financial growth of your agricultural community. Many farmers know far more about how to plant, cultivate and harvest their crops efficiently than they do about how to manage their money. He needs practical advice on money management. You are in a position to give it to him."

These recommendations were made by Secretary Benson in an address before the Conference of Bank Correspondents, in Chicago December 1.

USDA Plentiful Foods List

The USDA Plentiful Foods List for January includes canned and frozen peas, for the second month. Also on the January List are apples, potatoes, young chickens, dates and nuts, vegetable fats and oils and salad oils.

N.C.A. Seeks Samples of How Members 'Merchandise'

The N.C.A. would like to receive reports from members on how they make use of canned food editorial features such as those that appear in national women's magazines of large circulation.

During the four years of the Consumer and Trade Relations Program the N.C.A. has supplied the membership with a continuous stream of bulletins, reports, reprints, announcements, press releases, and other items covering many canned food features.

At the annual Food Editors Conference during the N.C.A. Convention in Chicago it is planned to demonstrate to the editors exactly how the canning industry makes use of such editorial features.

N.C.A. members are urged to send in case histories illustrating their specific merchandising use of such editorial features. It will be appreciated if these case history reports, along with graphic samples, are sent to Mrs. Jean Way Schoonover, Dudley-Anderson-Yutzy, 551 Fifth Ave., New York 17, N. Y., as soon as possible, for incorporation into a slide presentation for the food editors.

Ed Burns Urges Each Canner To Practice Public Relations

N.C.A. President Edward E. Burns and Secretary Carlos Campbell were speakers this week at meetings of three state and regional canners associations.

Mr. Burns addressed the Tri-State Packers Association and the New York State Canners and Freezers Association. Mr. Campbell spoke at the annual convention of the Ohio Canners Association on canner-grower relations.

At the Tri-States' 55th annual convention Mr. Burns emphasized the importance of confidence on the part of the consumer as an essential to the canner's success.

A canner has to inspire confidence during many stages of his operation—with his growers, his banker, the

suppliers of his containers and machinery, his employees, his brokers and buyers, but most important of all, with the consumer of his product, Mr. Burns asserted.

"She has many choices among the different canned food items but is continually looking for new products. It is our responsibility to make our product even more appealing in flavor and appearance, and that will build her confidence in the nutritious and wholesome values of canned foods."

Mr. Burns advised canners to encourage visits by consumers to the canneries to observe at first hand the good maintenance, strict sanitation procedures, neat employees, and efficient equipment in use. He commended the work of the national and state associations in bringing information about canned foods to the consumer through the publicity of recipes, educational literature, and articles in consumer magazines and food columns.

The scientific practices followed by canners and their strong sponsorship of research in growing, cultivation and processing of canning crops result in a product that commands prestige and has earned the confidence of the public, Mr. Burns stated.

Mr. Burns addressed the New York association, at its 73d annual convention, on public relations, which he defined as "living right and getting recognition for it."

He declared that each canner should be a press agent for his industry and not leave the job solely to his trade association or hired professional agencies. "We have a good story to tell; so why not tell it to hometown editors, broadcasters, luncheon clubs, schools, PTA? We can give it the personal touch that is lacking in a press release on a strange letterhead from a distant address," he said.

Mr. Burns cited many canning industry achievements that are well known to the canners themselves but not to the consuming public. Each of them, he argued, would make a good feature article or broadcast. "Even our history is romantic, linked with such glamorous names as Napoleon and Pasteur. The size of our production startles people—22 billion cans or jars a year, 100 million consumed each day, nearly one-tenth of the total food supply of the nation, about 4½ billion dollars worth of food at the grocery counters of this country, produced by 2,700 canneries in 48 states and the territories. The public would be amazed to know that each housewife has a variety of more than

1,000 different canned food items to select from," he stated.

It is not generally known, Mr. Burns said, that the canning industry produced the first consumer-size package, "thus changing grocery practices from yesteryear's insanitary servings out of bulk supplies in open bins and barrels and making self-service stores possible." The industry also was a pioneer in automation and today many canneries use automatic equipment practically all the way from harvesting of crops to loading the cans or jars into cartons for shipment to retail outlets.

Some of the story possibilities Mr. Burns cited were the official government tests that demonstrated that canned foods can help save this nation if we suffer an atomic attack; the scientific basis of production of canned foods and the continuing technological developments that have characterized their forward progress for a century and a half; canning industry leadership in nutrition and nutritive knowledge.

In the agricultural field Mr. Burns stressed the teamwork of canner and farmer and the important contribution canning makes to agriculture, paying the farmers about \$1 billion annually for canning crops, "using half the vegetables the farmer grows and one-fifth of his fruit, thus providing a stable market outlet to which he moves four-fifths of all his tomatoes and beets; half of his peaches, pears, apricots, cranberries and sour cherries; two-thirds of his corn; three-fourths of his peas; half his asparagus. And commercial fishermen sell almost 100 percent of the catch of tuna, sardines and salmon to canners."

Highlights of the Burns and Campbell addresses were distributed in press releases issued by the Information Division to newspaper and radio-TV outlets in the Tri-State area of Delaware, Maryland and New Jersey and to news media in Ohio and New York State, as well as to the wire services and trade papers.

Acreage Guide for Potatoes

USDA has recommended, in acreage-marketing guides, that plantings of spring-crop potatoes in 1959 should be 16 percent less acreage than in 1958. The guides for all states total 183,035 acres, contrasted with the 217,700 acres planted in 1958. On the basis of average yields, the 1959 acreage would produce about 28,700,000 hundredweight of potatoes, compared with 30,805,000 hundredweight obtained in the spring of 1958.

Corn Program for 1959

The new corn program calling for elimination of acreage allotments and for a new method of setting support prices for the 1959 and succeeding crops was favored by 71.1 percent of the producers in the 26-state commercial corn area voting in the referendum on November 25, according to USDA.

Preliminary tabulation of the vote shows 246,702 voting for the new program and 100,274 voting for a continuation of the allotment program in effect on the 1958 crop. The new program was favored by majorities in all states except Kentucky and North Carolina.

USDA stated:

"Under the new program, there will be no restrictions on acreages planted to corn in 1959 and later years. Price supports on a national average basis will be 90 percent of the preceding three-year average price received by producers for corn, but not less than 65 percent of parity (for the 1959 crop, it is estimated that the average support price will be between \$1.12 and \$1.15 per bushel). The new program dispenses with commercial and non-commercial producing areas. Corn produced anywhere in the U. S. that meets quality and storage requirements will be supported at the same national average level."

Support Program for Rice

USDA has proclaimed marketing quotas for the 1959 crop of rice and set December 15 as the date for a referendum to determine producer approval or disapproval of quotas.

If marketing quotas are approved in the referendum by a two-thirds majority of producers voting, price support will be available to cooperators at not less than a minimum national average price, based on 75 percent of parity, to be announced prior to planting time.

For the marketing quota determination, the total supply of rice is estimated at 65,989,000 hundredweight, consisting of a 1958 crop of 47,879,000 hundredweight, a carryover of 18,110,000 hundredweight, and imports of 200,000 hundredweight. The normal supply is estimated at 58,627,000 hundredweight for the 1957-58 marketing year and exports of 27,000,000 hundredweight for the 1958-59 marketing year, with a carryover allowance of 10 percent of the consumption and export total.

Retailers' Stocks of Food Estimated at 10 Days' Supply

Results of a nationwide survey by the Bureau of the Census for the USDA show that in 1957 retail food stores were carrying slightly more than 10 days' supply of food for the nation.

The study was made to provide civil defense authorities with data to help in planning emergency feeding. The supplies on hand in retail stores are in addition to the vastly larger supplies on farms and in the marketing system as a whole.

The survey covered 7,000 retailers engaged primarily in selling food for consumption off the premises. About 83 percent of the food was in forms that normally can be stored for long periods—canned and bottled or dried and packaged. The balance was fresh and frozen products.

The inventory figures in the report are tabulated on the basis of caloric values or fluid ounces, rather than net weight or number of items. Copies of the report, *Number of Days' Supply of Food and Beverages in Retail Food Stores* (Marketing Research Report No. 286), may be obtained from the USDA.

Wholesale Distributors' Stocks of Canned Foods

A report on stocks of 13 canned food items in the hands of wholesale distributors on November 1 has been issued by the Bureau of the Census, U. S. Department of Commerce.

Distributors' stocks of canned corn were 5 percent larger than on November 1 a year ago, while stocks of canned peas were down 9 percent and stocks of canned sauerkraut were down 5 percent. Compared with June 1, the most recent date for which distributor stocks of peas were reported, stocks of canned peas in the hands of distributors have declined about 1 percent.

Distributors' stocks of grapefruit segments were down 53,000 cases or 14 percent below November 1, 1957. Stocks of all other fruit items in the Census survey were above the levels of a year ago. The largest increase was for canned pineapple, 526,000 cases or 29 percent, but this has been more than offset by a reduction of 1.4 million cases of pineapple from canners' stocks a year ago.

Distributors' stocks of pineapple juice also increased sharply, 600,000

cases or 61 percent; over a year ago, while canners' stocks were reduced 2.7 million cases. Stocks of canned citrus blends were above last year's, while stocks of both canned grapefruit juice and canned orange juice were down from their year-ago levels.

	Nov. 1, 1957	July 1, 1958	Nov. 1, 1958
(thousands of actual cases)			
Vegetables:			
Corn.....	3,991	3,515	4,177
Peas.....	3,950	n.a.	3,601
Sauerkraut.....	680	544	654
Fruits:			
Apples.....	421	416	447
Applesauce.....	1,367	1,162	1,408
Cherries, RSP.....	511	553	521
Grapefruit segments.....	392	421	339
Pineapple.....	1,607	1,873	2,338
Juices:			
Citrus blends.....	401	506	440
Grapefruit.....	816	1,096	695
Orange.....	940	1,395	704
Pineapple.....	979	1,280	1,579
Maine sardines.....	298	184	312

n.a. Not available.

1957-58 Pack of Sauerkraut

The 1957-58 pack of canned sauerkraut totaled 7,254,120 actual cases compared with the 1956-57 pack of 7,409,524 cases, according to a report compiled by the N.C.A. Division of Statistics in cooperation with the National Kraut Packers Association.

State	Sept. 1-Aug. 31 1956-57	1957-58 (actual cases)
New York.....	2,481,396	2,540,561
Ohio, Mich., and Ind.....	1,435,106	1,388,767
Wisconsin.....	1,949,067	1,864,770
Other Midwest states.....	107,804	111,461
West.....	906,822	796,656
Other states.....	529,299	551,905
U. S. Total.....	7,409,524	7,254,120

Other Midwest states: Ill. and Mo. West: Colo., Ore., Utah, and Wash. Other states: Conn., Mass., Pa., Tenn., and Texas.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first 10 months of 1958 totaled 216,292,000 pounds, 18 percent more than the 182,611,000 pounds used during the same period of 1957, according to a report by the Agricultural Marketing Service of USDA.

	Jan.-Oct. 1957	1958 (thousands of pounds)
Young chickens.....	18,028	31,724
Mature chickens.....	127,588	135,507
Turkeys.....	36,872	49,160
Other poultry.....	123	101
Total, Jan.-Oct.....	182,611	216,292

Parade

"For your holiday open house," a photograph-food article by Beth Merriman, food editor, is to appear in the December 21 issue of *Parade* magazine.

Miss Merriman begins the article, "Hot punch and frozen cake will please the whole crowd." Open house recipes included are Cherry Bounce Punch and Frozen Fruit Cake. The punch features canned water pack red sour cherries. A black and white photograph shows how to serve the foods attractively for a Christmas party.

Parade goes out as the Sunday picture magazine with 62 leading metropolitan newspapers with a combined circulation of more than 8 million.

Common Market Tariff Rates

The six countries forming the European Economic Community (European Common Market) have agreed to extend their 10 percent tariff reduction, effective January 1, to all other members of the General Agreement on Tariffs and Trade including the United States.

Each of the six Common Market countries had been scheduled to reduce its tariff rates by 10 percent on imports from the other five Common Market countries, while maintaining their current rates on imports from other countries. The six Common Market countries are Belgium, France, Italy, Luxembourg, The Netherlands, and West Germany (see INFORMATION LETTER of Aug. 16, page 253).

N.C.A. Statistical Aids in Canner-Grower Program

Data on 1957 production and season average price received by growers for fruit crops utilized for canning are now available. This information supplements that which was prepared in tabular form for insertion in fieldmen's handbooks and sent on request to all N.C.A. members last winter (see INFORMATION LETTER of Feb. 8, page 89).

The 1957 raw product data for all fruits are on a single sheet and can be easily transcribed to the tables presently in the hands of fieldmen.

N.C.A. members desiring the 1957 data should direct requests to the Raw Products Research Bureau. A copy should be requested for each fieldman who has included the statistical data in his fieldman's handbook.

Elmer P. Bostwick

Elmer P. Bostwick, 65, of the Processed Products Standardization Section of USDA's Agricultural Marketing Service, died suddenly December 2 in Philadelphia on his way back to Washington, after having attended the convention of the Tri-State Packers Association.

Mr. Bostwick was a native of Ohio and a graduate of Ohio State University. Following discharge after World War I his first job was as a bacteriologist in the N.C.A. Research Laboratories. He was with the N.C.A. two years, and then held positions with Peniek and Ford in New Orleans, the Morgan Packing Company in Indiana, and was for five years in charge of quality control work with Stokely Bros. and Company at Newport, Tenn.

Mr. Bostwick joined the USDA staff in 1931 as an inspector of processed foods. He had an important part in the development of grade standards. During the past year he had direct responsibility for the work on processed vegetable standards. He was awarded a patent for the Bostwick consistometer, used in scoring the factor of consistency in the catsup standards.

Indiana Canners Association

Charles H. Cooper of the Preble Canning Company, Inc., Preble, was elected president of the Indiana Canners Association at the group's 50th anniversary convention.

Ralph M. Butterfield, Eaton Canning Co., Eaton, was elected vice president, and P. A. Paulsen, Morgan Packing Company, Inc., Austin, was elected treasurer. Warren R. Spangle, Shelbyville, was continued in office as secretary.

Tri-State Packers Assn.

Francis C. Stokes, Jr., of Francis C. Stokes Co., Vincentown, N. J., was elected president of the Tri-State Packers Association at the association's 55th annual convention.

James R. Shilling, Hampstead Packing Co., Hampstead, Md., was elected first vice president, and Walter Onley, Jr., W. T. Onley Canning Co., Inc., Snow Hill, Md., second vice president. John W. Rue of Easton, Md., was re-elected executive secretary, and Mrs. Edith Lee Porter of Easton was re-elected treasurer.

Non-supported Crops Benefit from Absence of Supports

Producers of price-supported crops are concerned over the loss of markets to competing products and competing areas, as the result of government programs, and are increasingly envious of the expanding markets for non-supported crops, according to Under Secretary of Agriculture True D. Morse.

The following is an excerpt from notes described by USDA as being for Mr. Morse's use in an address at Texas A. & M. College December 1:

"Farmers are acutely concerned over the loss of markets to competing products and competing areas due to price supports and governmental programs.

"Corn growers, after seeing the commercial corn areas spread from 566 counties in 12 states to 900 counties in 26 states, voted over two to one for the new plan that eliminates acreage allotments and reduces price supports.

"Cotton was cut back from the peak acreage some 32 million acres—while synthetic fibers rapidly expanded and foreign production was increased. A change in the law now holds the possibility that this great crop, so important to Texas and farmers of other southern states, will again be able to compete effectively and regain some of the lost markets.

"Tobacco is in serious trouble under the rigid 90 percent of parity program. The world's largest tobacco market is no longer in North Carolina, but is in South Africa.

"Wheat is the major surplus problem; the government has over \$3 billion in wheat owned and under loan. Wheat growing has been spread under the operations of the law, while traditional efficient wheat areas have lost acreage. Other problems for wheat growers have been created.

"Farmers growing such crops have watched with increasing envy the expanding markets for livestock, poultry, soybeans, fruits and vegetables and other crops and products not under restrictive laws."

Ohio Canners Association

Paul Korn of St. Marys Foods, Inc., Delphos, was reelected president of the Ohio Canners Association at the association's 51st annual convention.

Other officers, also reelected, are Charles Stemley, Stemley Canning Co., New Weston, first vice president; C. T. Vandervort, Jamestown Canning Co., Wilmington, second vice president; and Dr. Wilbur A. Gould, Worthington, secretary-treasurer.

Utah Canners Association

Angus G. Stevens of the Stevens Canning Company, Ogden, was elected president of the Utah Canners Association at a meeting of the association.

William C. Druehl, California Packing Corp., Ogden, was elected vice president. Harvey F. Cahill, Salt Lake City, was continued in office as secretary-treasurer.

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